

**ASSOCIATE DIRECTOR
for
EXHIBITS**

CHRONOLOGY

JANUARY

- Attend Festival Follow-up Meeting (usually last Sunday of January).
- Send thank you letter to exhibitors.

FEBRUARY

- Update vendor list with historian.
- Update letter soliciting vendors.
- By February 15th send annual budget request to ISU or U of I contact so that budget can be prepared for March meeting.
- Organize materials from past exhibits directors.

MARCH

- Attend Spring Meeting of Planning Committee.

APRIL

MAY

- Write copy for both high school and University/Vendor Fall Mailing.
- Revise applications for exhibits if needed.

JUNE

- By June 1 mail copy for fall mailing and revised applications to ISU or U of I contact.
- Attend two-day Summer Meeting of Planning Committee. During this meeting make sure the committee discusses application of theme to the exhibit space. Also be sure to tour the space for exhibits. Determine what spaces include, i.e. size, # of tables, electrical needs, etc.

JULY - AUGUST

- Start trying to contact all exhibitors from past years including new prospects.

SEPTEMBER

- Attend Fall Meeting of Planning Committee. Remind associate directors for play evaluation and selection to collect picture/programs from high schools for exhibit area.
- Attend ITA Convention. Take copies of the Fall Vendor mailing with you to solicit vendors at the exhibit area of the convention.
- Arrange for poster to be made to match previous years posters for display in exhibit space. Have done through university for lowest cost.

OCTOBER

- Continue to solicit vendors. Check up on previous years vendors not registered by end of October and make contact with them.
- Develop working floor plan for exhibit space.
- Develop list of vendors for Festival booklet.
- Coordinate with auditions to make sure universities participating in auditions are also exhibiting.
- Make arrangements for items needed to be purchased on with catering services.
- Send confirmation letters to exhibitors including hotel information.
- Make calls to those who have been at Festival before and not registered yet!

NOVEMBER

- Attend 2 day Thanksgiving Meeting of Planning Committee (in some calendar years this meeting is the weekend before Thanksgiving). Give the floor plan to the university. Also develop security plan for exhibits during the festival.
- Send letter to vendor with load in information.
- Make decisions on goody bags and get donations

DECEMBER

- Purchase materials for displays. Do layout of pictures and programs from schools whose shows participated in the evaluation process (only shows at Festival)
- Attend Directors meeting and collect materials for display.
- Put power point for exhibit floor together... all schools involved.

JANUARY

- Festival Week Responsibilities:
 - Attend Pre-Festival Planning Committee Meeting (Wed. eve.)
 - Stuff envelopes with exhibitor list, floorplan, and exhibitor expectations if not done by University.
 - Prepare goodie bags and set-up for Festival (Thursday morning/afternoon). Set up exhibit space with the help of other committee members
 - Greet and assist with registration (Thursday 3-8 pm)
 - Attend Opening Festival Performance(s) (Thursday evening)
 - Attend Final All-State Performance (Saturday afternoon). Take down exhibits.
- After Festival write exit report and prepare 30 copies for January meeting.
- Attend and present exit report at Festival Follow-up Meeting (usually last Sunday of January).

(last updated July 2010)